



Search Engine Optimization Service Company

- [Main](#)

- [Data Showcases](#)

- [Data Conversion](#)

- [Data Collection](#)

- [Data Protection](#)

- [Data Vault](#)

[Contact us](#)

Term: Search Engine Optimization Service Company

A search engine optimization (SEO) service company is a business or organization that provides services that help web sites gain more prominent positioning or ranking based on keywords or phrases. The optimization service company will usually start by better understanding the nature of the business or service organization and the organizational objective and skills. From that point, they should help you define the particular demographic group or market which you are trying to reach. Then they should help you determine the way your target groups would express their need. This should involve taking the information you provide them and performing research on how individuals are using the search engines.

Based on the information received from the client, the search engine optimization business should then get back to the client to report their findings on the way in which individuals use English (or other languages) to express the issue for which they need a solution. Since individuals these days live under tremendous pressure the way in which they express their need may be through using incorrect spelling and grammar, and may not be in the technically and grammatically correct way. In addition, the large amount of stress may result in it being difficult for the individual to think through what sort of product of service they need before going to the search engine.

The starting point for a successful optimization campaign is research. We usually explain this to our clients by the following example. A home owner or DIY ("Do it yourself") person or an "odd job technician" may need to replace the spring supporting a

porch swing. They might go to the search engine and type "porch spring" or "porch swing spring". However, the name of that particular type of spring is a draw bar spring. If you were an engineer designing a new porch swing, you would probably know the technically correct name for such a spring "draw bar", "drawbar" or "draw-bar" spring. As an engineer you may want to know, or may already know that draw bar springs are excellent for use in potential overload situations and that they offer a built-in safety feature that, upon fracturing, will continue to carry a static load. As an engineer, you may know that in a draw bar spring, the load is applied at the ends of long steel loops which pass through the spring's center and are hooked around the opposite end, thus compressing the spring upon loading. An engineer who wanted to consider using such a spring in a new design might want to know what the types of materials and finishes are used for manufacturing the spring. They might want to know the physical properties and design point for the spring, e.g. how much load would cause the spring to fail. An engineer might want to know if the springs are manufactured in an ISO certified plant - if so, which certifications have been granted. A purchasing agent may need to know what sizes are available, whether they are in stock, what are the price points, does the supplier accept blank purchase orders, what are the shipping methods, is there a minimum order size. If they were not in stock, then they might need to know the expected delivery time. A purchasing agent may want to know if the nature of any warranty. A home owner may know nothing except that the spring was broken and they should be able to measure the length, diameter. Same product, but each type of client would need a different strategy in order to provide a search engine optimization service. Therefore, when choosing to outsource search engine optimization you should select a business that first is able to take your organization through the process of discovering and defining your current and potential market prior to performing their work. An example of targeting content to engineers can be found with one of our clients - Accurate Screw Machine (AccurateScrew.com). If you enter the phrase "captive screw assembly" in Google - they have been consistently number 1 or 2 without doing any gimmicks on their page. The bottom line is that the Google has figured out that

there are many pages involving captive screw assemblies on their page - so someone who enters the phrase in the search box and goes to our client is probably not going to be disappointed.

At the start of developing a search engine optimization strategy with an external company, it is probably wise to document a baseline for the websites. This is similar to what can happen when an individual goes to a primary care physician. They primary care physician may order or have his assistant take an ECG (Electro Cardio Gram) in order to establish a "baseline" so that it is possible to compare future actions and results with the starting point. This helps recognize good or bad trends. For example, eating better and exercising more may result in improved heart condition and performance. Sometimes a particular organization does not have any real idea of who comes to their websites at present, and what services or products they are seeking.

There are several ways in you can obtain a baseline web site performance information. Such information can provide statistics such as number of hits, number of visitors, number of repeat visitors, way in which people reach the site, the amount of time they spend on the site, the time of day they access the site, the geographic location that people come from, the phrase they use inside the search engine to reach the site, the pages that are viewed most frequently on your website and statistics that shows how to rank the first page that individuals reach on your site. The way to obtain such information include: (1) Contact your current web hosting company and ask how to view or subscribe to a service which will provide web statistics - often this will also require consulting assistance since many find the report confusing, (2) Subscribe to a third party service that is granted FTP access to your website and provides actionable consulting based on the findings, (3) Subscribe to a service such as Google Analytics - and insert or have a third party add the required tracking codes on every page on your website or (4) Purchase a statistics program and implement an ongoing project to collect, review and interpret the information that such software will provide.

Modifying web pages and content to improve page ranking based on a search phrase is an

approach where your investment to obtain more qualified leads is in helping develop and implement strategy, design appropriate pages and perform any necessary programming. If you know exactly the keywords that are appropriate, then you can buy sponsored links from search engines. Our experience is that this does not work in all situations. Indeed, we have found many situations in which we have been performing research and have no idea why particular companies have purchased sponsored links or keywords. They have a place, but not for every situation.

The one thing about search engine optimization is that it will take time. Also, since the ways in which individuals express their need and the products and software you offer will change, search engine optimization is not a "once for all" project. Search engines are logical, mathematical and are designed to generate relevant results to their customers. If you keep that in mind and partner with a company that can help you define your market and help you understand the language they use to express their need - your outsourcing can bring benefits. The thing to remember before engaging the services of such an SEO company is to be realistic and determine priorities and budget before starting.

The investment in engaging the services of a search optimization company depends upon the speed with which results are required and the amount of work that can be performed in-house in a timely and consistent fashion. Some hosting web hosting companies offer simple web statistics at no charge - with no interpretation or support. Software to perform analysis may cost about \$100 per website, plus the cost of installation and the cost of any updates or support. A full-featured service to track website results could cost between \$15 and \$40 per month - depending upon the support provided. Modifying a single existing static HTML page to improve its page ranking would probably cost about \$30 - \$480 depending upon the hourly rate for technicians and the number of times the page is edited in response to the way in which search engines rank the page. Developing a website strategy to help focus on a small group (no more than 6 - 8 services or products) that meet the core needs of expected visitors could cost \$1,000 - \$5,000 depending upon how much work is performed in-house as opposed to using external

services and consultants. The cost to evaluate a website will depend upon the size of the website, number of keywords or phrases - therefore it is not really possible to give any estimate of what the costs would be.

The bottom line is that it is often extremely difficult for an organization to examine itself objectively and to understand the psychology and demographics of web users who might be great prospective customers. However, with careful research and a well chosen partner, the organization can end up better understand its product and service positioning and ending up with new qualified leads that end up being good customers.

Additional related terms:

[Google Search Engine Optimization \(SEO\)](#)

[Search Engine Optimization](#)

[Search Engine Placement \(SEO\)](#)

[SEO - Search Engine Optimization](#)

© Wednesday, February 18, 2009, Trio Company of Cheektowaga, Ltd. All rights reserved.